

# Public Service Announcement



Local Contact:

## **Extreme Heat #2 – 30 sec.**

Extreme heat can kill. Heat cramps are often the first signal the body is having trouble with the heat. During heat exhaustion blood flow is diverted from vital organs to the skin, resulting in a form of mild shock. Heat exhaustion can rapidly advance to heat stroke, a life-threatening condition. The victim's body temperature can rise so high that brain damage and death can result if the body is not cooled quickly. For more information, go to [ReadyWisconsin.wi.gov](http://ReadyWisconsin.wi.gov).

LOCAL TAG: A message \_\_\_\_\_.

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ReadyWisconsin is an initiative of Wisconsin Emergency Management and the Wisconsin Citizen Corps Council.  
For more information, visit [ReadyWisconsin.wi.gov](http://ReadyWisconsin.wi.gov)

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